The Literacy Manifesto

This booklet is dedicated to the thousands of individuals working in the literacy field.

Because of your dedication, individuals and communities have a better chance of reaching their full potential.

Thank you.

LITERACY IS EVERYWHERE.

Words, numbers, symbols –

these are the building blocks that create our world.

Literacy happens when we pick up a can of tuna off the grocery store shelf, or a prescription at the drug store. It happens when we try to make sense of a ferry schedule, or work the ticket machine at a parking lot. Literacy happens when we fill out a passport application or use a long-distance phone card. Virtually every element of our daily lives can be connected back to literacy in far less than six degrees of separation.

Literacy is life.

Contrary to popular opinion, literacy isn't just about the ability to read or write.

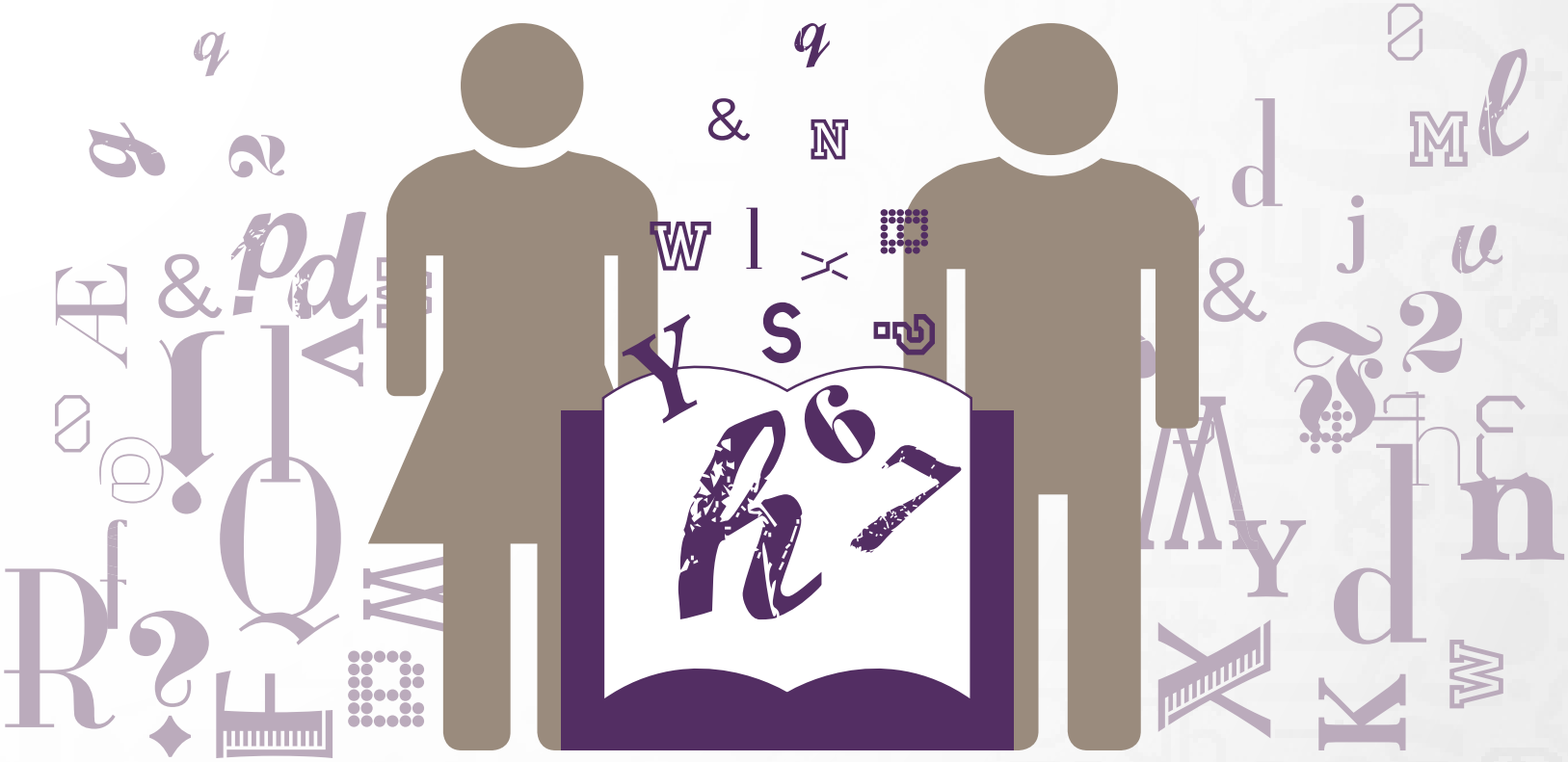
Literacy is the lens through which we see the world. It is a continuum that every one of us lives on, every moment of every day. And no matter what our level of education, every one of us has literacy challenges.

But letters and numbers are just the surface of literacy.

The real issue, and true opportunity, **lies much deeper.**

When we create product labels that are difficult to read, charts that are hard to understand, or forms that are challenging to fill out, we create unnecessary challenges and frustration for countless people of every age, background and education level.

And by not giving literacy the attention it deserves in our communities, we make the world a more difficult place for all of us to live and work.



But literacy isn't simply a set of skills, it's a way of thinking.

The modern world speaks to us in a constantly changing language; one that often can be difficult to comprehend. Literacy is the ability to understand the rapidly evolving world around us, and to have the ability to move confidently through it.

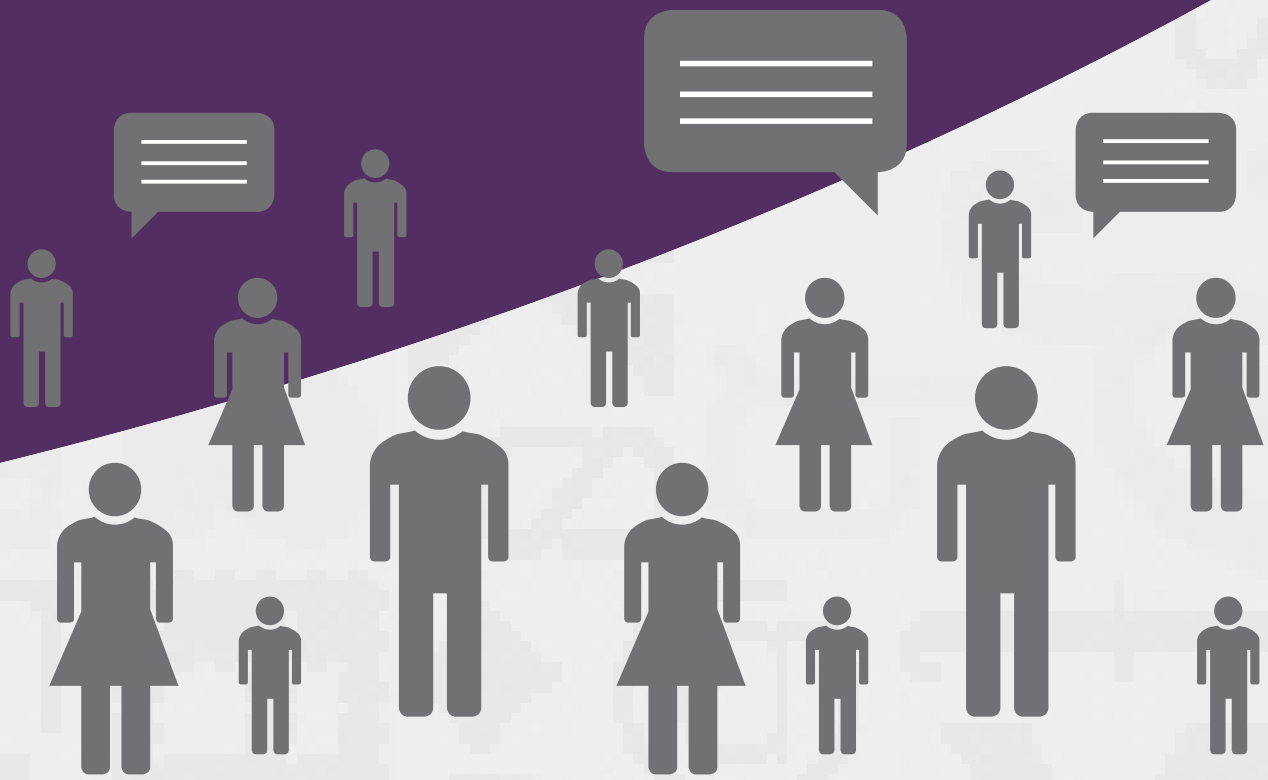
Literacy makes us resilient in the face of turbulent change.

Literacy flows through all aspects of modern life.

Just as a rising tide brings up all the boats, literacy has the ability to raise the level of everything it touches. When we choose to make literacy a priority, the benefits run deep and wide.

Momentum is building behind the **literacy movement.**

Raise the literacy agenda in your community, and in the process, raise the quality of life for everyone in British Columbia. Because when we build strong individuals and families, we build strong communities.



Literacy teaches us to be fluent in the language of change. It starts with a conversation.

And it never stops.

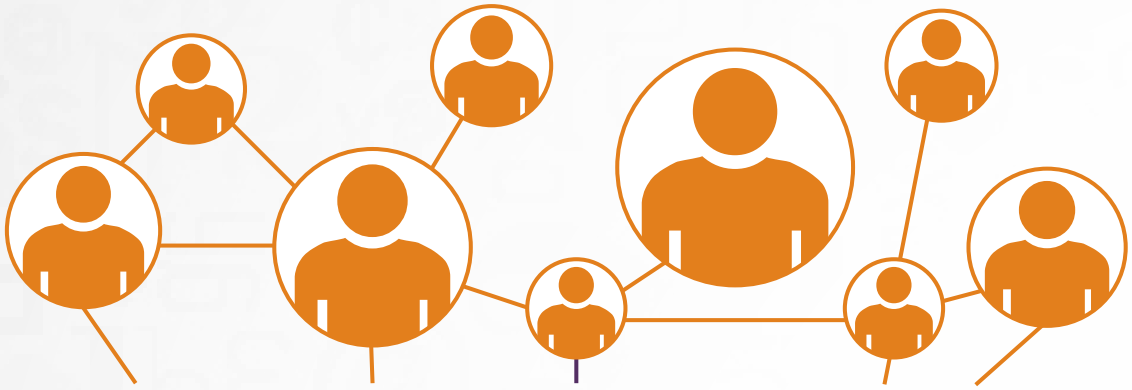
No one solution or program, or any agency or organization, can do this alone. The literacy issue won't be solved only by teachers in a classroom, but by coaches, and CEO's, business owners and community leaders.

EVERYONE IS A TEACHER, AND WE ARE ALL LEARNERS.

THIS IS THE NEW, TRUE FACE OF LITERACY IN BRITISH COLUMBIA.

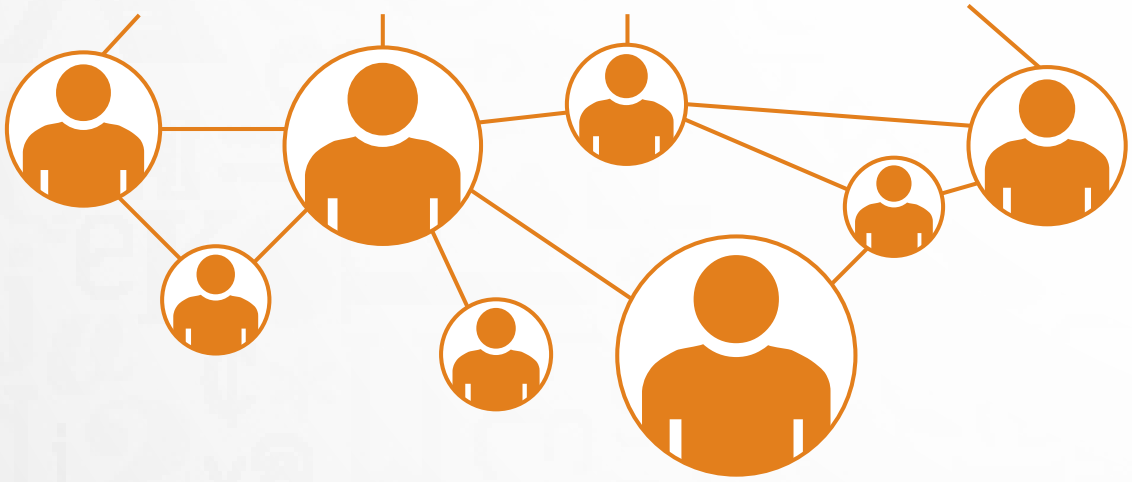
“It’s time to begin a new conversation about literacy.”

It’s time to see literacy as a strength — a movement — a commitment to lifelong, life-wide learning.



We invite you to discover the network of support woven into all parts of your community. Literacy isn't found only in the classroom, nor is it learned just there.

LITERACY HAPPENS EVERYWHERE.



WHEN WE INCREASE LITERACY,

WE CREATE JOBS.

Improve health. Reduce crime. Build stronger families. Make safer communities. Improving your literacy helps you be a smarter shopper. A safer driver. A better parent. A happier person.

When we choose to make literacy a priority in our community,

good things happen.

INVESTING IN LITERACY RETURNS DIVIDENDS TO EVERY PART OF SOCIETY.

And like any long-term investment, success cannot be measured immediately.

Literacy must become a permanent part of the fabric of our communities.

Like fitness, literacy needs to become our regular regime. By adding literacy to our lives, and making knowledge part of our daily diet, we improve the long-term health of society and ourselves.

We encourage you to bring literacy to the forefront of whatever you do.

and share the message that **knowledge is power**, and that **literacy is the door to opportunity.**

By embedding literacy in everything we do, the quality of every outcome improves dramatically.

This booklet was produced by Decoda Literacy Solutions, a non-profit literacy organization dedicated to providing resources, funds and training to support literacy in over 400 communities across British Columbia.

To see how you can support literacy, visit decoda.ca

Decoda Literacy Solutions
Suite 560 - 510 Burrard Street
Vancouver, B.C. V6C 3A8

Ph. 604.681.4199
info@decod.ca

decoda.ca